



September 19, 2005

Reference: Amendment # 2  
Request for Proposal  
Solicitation Number Indonesia 05-025

The following are questions asked by offerors as well as their corresponding answers:

Q = Question  
A = Answer

1. Q: The pre and post-campaign research. Are you aiming more at qualitative or quantitative research? The type of questions outlined in the brief are leaning towards a qualitative study, but the target audiences are huge to the point that quantitative research would be the only way to get a good representative of the population within the expected time frame.

A: ***The offeror needs to recommend the best way to approach the research. We envision it will be a combination of both qualitative and quantitative research but it is up to the offeror to recommend best approach.***
2. Q: Page limitation for the proposal. Is it correct to assume that the 20-page limit is just for the proposal, not including the appendixes (copy of previous print ads, resume of key personnel, references and track record, etc.). Is this correct?

A: ***PSAs on DVD and ads can be annexed.***
3. Q: Supporting documents. Do you require us to submit graphic mockups and TV PSA storyboards, or just the concept? With the limited time frame, it will be most preferred that we submit just the concept.

A: ***Concept is fine but we want to see PSAs on a disc.***

4. Q: Supporting ideas. Are you open for ideas outside of what's outlined in the brief?

**A: Yes, as long as what is requested is covered.**

5. Q: Geographical locations.

1) Can you outline the cities where USAID operates, aside from Jakarta and Banda Aceh?

2) Do you want to reach the target audience in all cities that you have worked on since 1950, or concentrate just on certain cities whereby USAID/s current presence is strong?

**A: Yes, please see answer number 24.**

6. Q: Resume. Do you require the resume of each key personnel, or will a one-page bio suffice?

**A: One page bio will suffice, but not one paragraph.**

7. Q: Is it correct that USAID is a tax exempt organization, and as such we do not need to calculate 10% VAT for the budget?

**A: Yes, USAID is a tax exempt organization.**

8. Q: Under the "Deliverables" portion of the RFP, specifically, under listed points 4 and 5, the TV, radio and newspaper media buys appear to fall under the total \$350-\$370K allocated budget. Is this correct? Or, do these media buys fall outside this total campaign figure for approval by USAID in addition to the allocated budget?

**A: The placement of ads is included in the allocated budget.**

9. Q: The selection criteria do not include scoring for the required Key Personnel resumes, the draft implementation plan, or the proposed budget. Are the proposed personnel, the budget, and the plan going to be scored? If so, how will they be scored?

**A: Yes. Everything requested will be factored into final decision. Your previous work experience will take into account personnel and budget will be scored along with ability to place ads at favorable rates. Implementation plan will be considered along side these key requirements.**

10. Q: Is there minimum number of personnel that should be designated as “Key” or is that designation at the discretion of the contractor?

**A: No.**

11. Q: In the instructions for proposal preparation there are seven items listed. Do all of these items need to be included within the twenty page limit or should certain items be sent as appendices.

**A: PSAs on DVD and ads can be annexed.**

12. Q: We require your assistance in providing several information regarding the project’s detail:

Market Research

- Geographical areas of USAID’s project
- Methodology for the Research (Qualitative or/and Quantitative)
- Focus Group Discussion at all geographic area or simply Sample from a single area
- Sample Size for the Research
- Data Extrapolation requirement

Multimedia Production

- Is the budget mentioned (US\$350k-370k) include the Air time cost for TV and Radio?
- The daily 6-8 times TV ads divided into all national TV stations, or for a single TV station? (same question for the radio ads)
- The size for the newspaper ads (quarter, half or full page; full Color or B&W)
- Amount of posters to be distributed, geographical area of distribution

**A: - East, West and Central Java including Banten and Jakarta. North Sumatra including Aceh, and South Sulawesi are USAID’s main areas of work. It is up to the offeror to recommend best methodology for research.**

**- Yes, the offeror must place ads at a favorable rate within the allocated budget.**

**- Ads should be placed 6-8 on a single TV station. The number for radio is for a single TV station. Offeror is encouraged to recommend best times and stations, and placement options.**

**- The size of print ad will depend on the offerors ability to place at favorable rates. Recommend what you can offer.**

**- Number of posters will depend on the costs of all other products. Please recommend what will help USAID be effective in reaching its goal.**

13. Q: Does the value of \$350,000 - \$370,000 cover the agency fee alone or does it cover the total campaign budget, meaning the production, media and research cost including agency fee and taxes incurred.

**A: Total.**

14. Q: Budget: The RFP mentions a figure of US\$350K to 370K. Off the cuff, this does not seem to be enough to cover all costs of research and planning production of communication material and placement in media based on the exposure levels mentioned. Is this figure all – inclusive or does it exclude media placement costs? Should we work based on a total outlay of US\$ 370K or is it all right to submit a higher figure based on our recommendation keeping in mind the levels of media exposure mentioned in the RFP?

**A: Please submit your proposal within the budget allocated.**

15. Q: Indicative Budget Provisions: At this stage, there are some elements that cannot be accurately costed. Research budgets for instance will depend upon Geography, sample sizes etc. These decisions can only be taken post the detailed briefing. Also, production costs of films would depend upon the creative ideas. However, we can certainly estimate these costs based on our experience. We hope it's acceptable to make realistic assumptions and submit costs for some items as budget provisions rather than exact figures?

**A: Absolutely.**

16. Q: As stated on the Page 5 point B. DELIVERABLES No. 4, it was written that these ads should run on all key national TV Stations 6-8 times a day including prime time, and on all popular radio stations approximately 15 times a day for 30 non-consecutive days. What do you mean by 30 non-consecutive days? Does it mean 60 days of placement?

**A: The ads need to run for 30 days, but, for example, they could run three times a week.**

17. Q: On the point B. DELIVERABLES No. 5, it said that the Print Ad should be placed approximately 10 weeks. Does it mean 2 months placement?

**A: *Print ad should run every Friday for as long as the campaign runs.***

18. Q: What is the possibility of extending the deadline of 9/21 Jakarta time? We have about 9 days to respond to the proposal from the posting date 9/12/05, however, because of the time difference, it is only 7 days for the proposal to be completed with substantial thoughts and information.

**A: *Not possible***

19. Q: Does the contract amount include all items mentioned in the RFP including placement of the ads and printing of the awareness materials.

**A: *Yes.***

20. Q: Does USAID have some film clips or such that tell the story of its current operations in English or Indonesian?

**A: *No.***

21. Q: The highly ranked firms to be invited for the interview and oral presentation will take place in Indonesia? Will the travel expenses from USA-Indonesia-USA be reimbursed?

**A: *Yes. No, travel costs will be reimbursed.***

22. Q: As you mention on point deliverable media that on Radio placement, we should place 15 time a day on 30 non consecutive day, is this also apply to TV placement?

**A: *The 30 non-consecutive days applies to TV placement, the number of spots that run a day does not.***

23. Q: Regarding to placing Posters, should the budget also covered for printing, distribution and placement of posters in certain area?

**A: *Yes.***

24. Q: How many USAID offices and where are there?

**A: *USAID has one office in Jakarta but works through partners in East, West and Central Java including Banten and Jakarta. North Sumatra including Aceh, and South Sulawesi.***

25. Q: Could we also submit the reference letter from our commercial client (Banks, insurance, airline, consumer goods)

**A: Yes.**

26. Q: Besides the list of our works, should we also submit the proofs?

**A: *Please submit the seven items listed in RPF and any other material that you think would strengthen your bid.***